

FACT SHEET

Children Face Heavy Pressures to Smoke

Hawai'i State Department of Health

- Researchers have found that kids are influenced more by tobacco advertisements than peer pressure to smoke. [1]
- Tobacco advertising is in many shapes and forms. 70% of retail stores that sell tobacco display non-tobacco items with brand names of tobacco products such as clocks, counter mats, and posters. [2]
- Most adolescents can associate advertisements, logos, and trademarks with tobacco products. [3]
- The most heavily advertised brands: Marlboro, Camel, and Newport are preferred among the 86% of kids who smoke. [5]
- Over one-half of middle school smokers and over 1/3 of high school current smokers believe young people who smoke have more friends. [6]
- Female students were significantly more likely than male students to have noticed actors smoking on television or in movies. [8]
- The tobacco industry has steadily increased its spending on advertisements and promotions of their products. In 1999 over \$8.4 billion was spent – or more than \$23 million daily, or nearly \$1 million per hour. [4]
- Young people who perceive high levels of smoking among their peers and who report that peers are more likely to approve of cigarette smoking are more likely to become smokers themselves. [3]
- Adolescents tend to overestimate the prevalence of smoking among people their own age and among adults. Such perceptions are likely to be strongly influenced by the effects of advertising. [3]
- Across the nation, kids are experimenting with cigarettes at earlier stages in life. A survey of 8th graders reported: [7]
 - 8% having tried cigarettes by the 4th grade
 - 30% having tried by the end of 6th grade

Percentage of Students Exposed to Media Using Tobacco, Year 2000

| | Middle School | High School |
|--|---------------|-------------|
| Students who watch tv or movies who see actors using tobacco | 80.6 | 89.3 |
| Students who watch tv or movies who see athletes on tv using tobacco | 35.4 | 33.5 |
| Students who use the Internet ads for tobacco products | 32.9 | 23.2 |

*Data Source: 2000 Hawai'i Youth Tobacco Survey, Hawai'i State Dept. of Health

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